

## ORDER



Orders	Order / Rev:	106970	Primary AE:	Amy McCreary
	Alt Order #:	06855644	Sales Office:	BLPHI
	Product Desc:	BERKLEY FOR SENATE	Sales Region:	National
	Estimate:	30S		
	Flight Dates:	09/25/12 - 10/01/12		
	Original Date / Rev:	09/24/12 / 09/26/12		
	Order Type:	GENERAL		
Agency	Name:	Shorr Johnson Magnus		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1831 Chestnut St.	Billing Cycle:	EOM/EOC
		Philadelphia, PA 19103	Agency Commission:	15%
Advertiser	Name:	Berkley, Shelley for Senate		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	60	\$37,300.00	\$31,705.00		September 2012	60	\$37,300.00	\$31,705.00	0.00
10/01/12	10/01/12	13	\$9,100.00	\$7,735.00		October 2012	13	\$9,100.00	\$7,735.00	0.00
					Totals		73	\$46,400.00	\$39,440.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Amy McCreary Start Of Order - End Of Order 100%

Order Share	Share	Total
KSNV	17%	\$46,400.00
Market	100%	\$272,941.18

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	37%	\$100,988.24
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$62,776.47
KTUD	0%	\$0.00
KVVU	20%	\$54,588.24
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,188.24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	Wake Up Early w/ Wagner	430a-5a		-TWT---	:30	4	\$50.003	0.00	NM	4	\$200.00	
WAKE UP															
		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating						

Order / Rev: 106970  
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Flight Dates: 09/25/12 - 10/01/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

KSNV

Order / Rev: 106970  
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Flight Dates: 09/25/12 - 10/01/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

KSJV

Order / Rev: 106970 Advertiser: Berkley, Shelley for Senate  
 Alt Order #: 06855644 Product Desc: BERKLEY FOR SENATE  
 Flight Dates: 09/25/12 - 10/01/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 30	KSNV	09/25/12	09/28/12	Face to Face w/ RalstonCM		730-758pm	-TWTF--	:30	3	\$800.00	1	0.00	NM	3	\$2,400.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 09/24/12 09/30/12 -TWTF-- 3 \$800.00 0.00															
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>									
2	KSNV	09/24/12-09/30/12		Face to Face w/ Ralston		730-758pm									
See MG 30.4 [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	09/27/12	09/27/12	Face to Face w/ Ralston		730-758pm									
MG for 30.2 09/26 [Revised Rate to Reinstate]															
E 31	KSNV	10/01/12	10/01/12	Face to Face w/ RalstonCM		730-758pm	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 10/01/12 10/07/12 M----- 1 \$900.00 0.00															
E 32	KSNV	09/29/12	09/29/12	Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 09/24/12 09/30/12 -----S- 1 \$225.00 0.00															
E 33	KSNV	09/25/12	09/28/12	M-F Jeop/Wheel	CM	630-730pm	-TWTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 09/24/12 09/30/12 -TWTF-- 3 \$1,000.00 0.00															
E 35	KSNV	09/29/12	09/29/12	Weekend Jeopardy/Whe	CM	630-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 09/24/12 09/30/12 -----S- 1 \$500.00 0.00															
E 41	KSNV	09/25/12	09/28/12	The Tonight Show	CM	1135p-1237a	-TWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 09/24/12 09/30/12 -TWTF-- 3 \$425.00 0.00															
E 42	KSNV	10/01/12	10/01/12	The Tonight Show	CM	1135p-1237a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 10/01/12 10/07/12 M----- 1 \$500.00 0.00															
E 43	KSNV	09/25/12	09/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 09/24/12 09/30/12 -TWTF-- 3 \$1,100.00 0.00															
E 44	KSNV	10/01/12	10/01/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 10/01/12 10/07/12 M----- 1 \$1,200.00 0.00															
E 45	KSNV	09/29/12	09/30/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 09/24/12 09/30/12 -----SS 2 \$1,100.00 0.00															
E 46	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUNDAY		6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								

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KSNV

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E 46	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUNDAY		6a-7a	-----S	:30	1	\$325.001	0.00	NM		1	\$325.00											
News 3 Sunrise SUNDAY																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	-----S	1	\$325.00	0.00																					
E 47	KSNV	09/30/12	09/30/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.001	0.00	NM		1	\$625.00											
Sunday Today																										
SUN TODAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	-----S	1	\$625.00	0.00																					
													Totals	73	\$46,400.00											